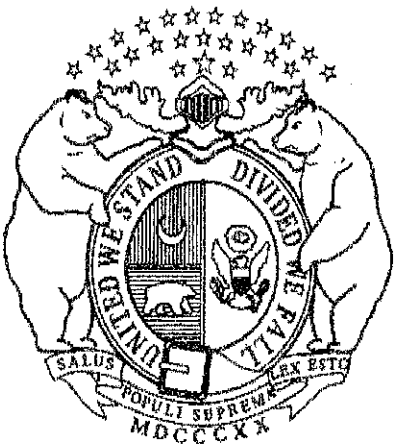
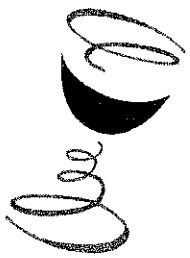
# FISCAL YEAR 2011

# ANNUAL REPORT




# MISSOURI WINE AND GRAPE BOARD



MISSOURI
WINES™

# Annual Report
# of the
# Missouri Wine and Grape Board

## Executive Summary

The Missouri Wine and Grape Board was created by the Missouri General Assembly in 2006 as an independent political and corporate body of the state of Missouri (Missouri statute 262.820). Prior to this date, the Board existed in advisory form, with members appointed by the Director of Agriculture in the early 1980s. The purpose of the Board is to further the growth and economic development of the grape growing industry in the state of Missouri.

The Wine and Grape Board is responsible for researching, developing and promoting Missouri grapes, juices and wines. The Board is funded by the collection of a statewide tax imposed on all wine sold in Missouri at the rate of 12 cents per gallon. These funds support the program's three sections: enology and viticulture advisory services, research, and promotion and marketing. Program expenditures provide:

- Professional advice to Missouri grape growers and winemakers
- Applied research for developing grape varieties and cold hardy studies
- Consumer education to increase awareness of Missouri grapes and wine industry

The Board is governed by a bipartisan commission whose 11members are appointed by the governor with the consent of the Senate. The director of the Department of Agriculture also serves as an ex-officio member. Members serve a four-year term, but can serve no more than two consecutive four-year terms. A member may, however, after serving two consecutive four-year terms and retiring for a minimum of one full year, be eligible for reappointment to the Board. Business is conducted through quarterly Board meetings or conference calls. Special meetings are held as needed.

The Board elects its own officers and has the authority to appoint staff. Peter Hofherr was elected to serve as chairman, Cory Bomgaars as vice-chairman, Barbara Gibbs Ostmann as marketing chairwoman, Tony Kooyumjian as research chairman and Jim Anderson is currently serving as executive director.

## PROGRAM SUMMARY

The purpose of the Missouri Wine and Grape Board is to have the Missouri wine and grape industry recognized as a preeminent producer of profitable premium wines in the Midwest. Missouri wineries continue to refine their grape-growing and winemaking skills to offer distinctive, quality wines. The Wine and Grape Board sponsors research at the Institute for Continental Climate Viticulture & Enology (ICCVE) at the University of Missouri-Columbia center, where the quest for better, hardier grapevines is ongoing. The number of wineries in the state has grown from 59 in 2007 to 104 in 2011.

Historically, Missouri was the first wine country in the nation. Although the "coasts" dominate the U.S. wine industry, through innovative marketing and painstaking grape research, Missouri is poised to be the heart and anchor of the Midwest wine industry.

Missouri Wine and Grape Board
Vision: *To be the Regional Leader Recognized for Quality Grapes and Wine.*

## Board Members

Dr. Jon Hagler, Director of Agriculture
Jefferson City, Missouri

Peter Hofherr, Chairman
St. James, Missouri
Term Ending: 10/2012

Cory Bomgaars, Vice-Chairman
President of the MO Vintner's Association
Rocheport, Missouri
Term: Automatic Appointment

Barbara Gibbs Ostmann, Marketing Chairwoman
Gerald, Missouri
Term Ending: 10/2011

Chuck Dressel
Augusta, Missouri
Term Ending: 10/2012

Katie Nott Gill
Steelville, Missouri
President, Wine Marketing & Research Council
Term: Automatic Appointment

Jon Held
Hermann, Missouri
Term Ending: 10/2011

Matt Kirby
Higbee, Missouri
Term Ending: 10/2010

Ken Meyer
Springfield, Missouri
Term Ending: 10/2012

Jason Gerke
Platte City, Missouri
President, MO Grape Growers Association
Term: Automatic Appointment

Marty Strussion
Ste. Genevieve, Missouri
Term Ending: 10/2011

## Staff

Jim Anderson, Executive Director
Danene Beedle, Marketing Director
Teah Hopper, Marketing Specialist
Sue Berendzen, Executive Assistant

The Wine and Grape Board stimulates growth of the grape and wine industry for the economic and social benefit of the citizens of Missouri. With the increasing number of wineries in Missouri, production in the crowded and fragmented wine market will require a relentless focus on quality wine and tourism value. In tough economic times, wine consumption continues to rise and the growth of the industry flourishes.

State and regional organization support is critical to the success of the renewed industry. Based on the recent legislative victories, there appears to be strong momentum in favor of the wine and grape industry in Missouri that is driven by the efforts of the Missouri Wine and Grape Board.

Missouri's wine and grape industry will benefit from America's steadily rising demand for higher quality. Wine is an affordable luxury, which has become the most sought-after consumer good of this era.

## Wine Tax Comparison

| Month | FY2007 | FY2008 | FY2009 | FY2010 | FY 2011 |
|---|---|---|---|---|---|
| July | 104,435.04 | 97,938.41 | 104,695.07 | 106,630.71 | 98,400.08 |
| August | 88,163.77 | 99,536.10 | 119,546.53 | 115,279.41 | 112,102.99 |
| September | 127,850.17 | 113,869.55 | 105,473.25 | 129,717.22 | 123,043.40 |
| October | 94,065.70 | 108,101.00 | 104,097.09 | 120,869.52 | 130,937.50 |
| November | 121,513.39 | 137,018.72 | 146,438.23 | 133,236.46 | 145,459.74 |
| December | 131,093.40 | 141,776.27 | 128,376.82 | 124,317.47 | 146,517.41 |
| January | 91,266.90 | 107,284.56 | 114,943.15 | 123,727.17 | 133,399.88 |
| February | 89,347.99 | 103,148.89 | 82,851.97 | 102,548.61 | 111,801.51 |
| March | 112,332.52 | 102,628.72 | 89,344.17 | 106,561.11 | 105,491.58 |
| April | 104,011.69 | 104,550.34 | 106,805.61 | 124,675.38 | 123,246.90 |
| May | 97,141.47 | 104,700.26 | 104,800.31 | 119,280.48 | 127,225.09 |
| June | 116,829.88 | 110,990.65 | 120,109.98 | 130,052.79 | 121,562.40 |
| | 1,278,051.92 | 1,331,543.47 | 1,327,482.18 | 1,436,896.33 | 1,479,188.48 |


# WINE LOVERS, CONSIDER THIS YOUR TREASURE MAP.

## THERE ARE MORE THAN 90 UNIQUE WINERIES IN MISSOURI. DISCOVER ONE TODAY.

**ARCADIA**
- Arcadia Winery
- Baldwin Vineyards
- Montelle Winery
- Mount Pleasant Winery

**BARNHART**
- Persimmon Ridge Vineyards

**BERGER**
- Blue Winery & Gruntled's Microbrewery

**BILLINGS**
- LaCave Vineyards

**BLAND**
- Wildwood Farm Winery

**BRANSON**
- Branson Ridge Winery & Marketplace Mount Pleasant-Branson
- Stone Hill Winery-Branson

**BRAZEAU**
- Hermann Winery

**CANDEN**
- Casa de Loco Winery

**CARTHAGE**
- White Rose Winery

**CLARKSVILLE**
- Crown Valley Port House

**COLE CAMP**
- Fickenberg Winery

**COLUMBIA**
- Institute for Continental Climate Viticulture & Enology

**COMMERCE**
- River Ridge Winery

**DEFIANCE**
- Grandier Hill Vineyards
- Sugar Creek Winery & Vineyards
- Yellow Farmhouse Winery

**DOE RUN**
- Sam Mounted Winery & Vineyard

**DUVER**
- Twin Bear Vineyards

**DUTZOW**
- Blumenland Vineyards

**EUREKA**
- Chandler Farm & Vineyards

**EXCELSIOR**
- Fenix Stolc Vineyards & Winery

**FARMINGTON**
- Crown Valley Champagne House
- Twin Oaks Vineyard & Winery
- Sand Creek Vineyard

**FREDERICKTOWN**
- Vanco Vineyard & Winery

**HARTSBURG**
- Summit Lake Winery

**HERMANN**
- Adam Puchta Winery
- Hermannhof Winery
- Oak Glen Vineyards & Winery
- Stone Hill Winery-Hermann

**HIGBEE**
- Pete Cooper's Oak Winery

**HILLSBORO**
- Villa Antonio Winery

**HOLT'S SUMMIT**
- Summit Lake Winery

**INDEPENDENCE**
- Amoruso Winery

**JEFFERSON CITY**
- **Wine and Grape Board**
- Native Stone Winery at Bull Rock Brewery

**KANSAS CITY**
- Indian Spa Winery

**KING HILL**
- Bristle Ridge Vineyards & Winery
- Montserrat Vineyard

**LEE'S SUMMIT**
- Stonehaus Farms Winery

**LEXINGTON**
- Three Trails Winery

**LINN CREEK**
- Seven Springs Winery

**LONE JACK**
- Bynum Winery

**LOUISIANA**
- The Eagle's Nest Winery

**MARION**
- West Winery

**MARYLAND**
- Durso Hills Vineyard & Winery

**MARYVILLE CITY**
- Indian Creek Winery

**MOUNT VERNON**
- Wildcat Creek Winery

**MOUNTAIN GROVE**
- **VESTA Regional Center**
- Mountain Grove Cellars

**NEW FLORENCE**
- Stone Hill Winery-New Florence

**NEW HAVEN**
- Bonaventure Estate Almond Tree Winery
- Robbler Vineyard Winery

**ODESSA**
- Odessa Country Winery

**O'FALLON**
- Vintner's Cellar Custom Winery

**ORCHARD**
- Kaltof Vineyard & Winery

**OVERSVILLE**
- Phoenix Winery & Vineyards

**PARK HILLS**
- St. Francois Vineyards & Winery

**PATTON**
- Thousand Oaks Winery

**PLATTE CITY**
- Joseph Creek Vineyard & Winery

**POPLAR BLUFF**
- Bonanza Spring Winery

**PUXICO**
- Indian Hills Winery

**RICHWOODS**
- Sandenfeier Wine Cellars

**ROCHEPORT**
- Les Bourgeois Winery & Vineyards

**SEYMOUR**
- Whispering Oaks Vineyard & Winery

**SPRINGFIELD**
- OaKVeDA Winery

**ST. CHARLES**
- Little Hills Winery & Restaurant

**ST. JAMES**
- Heinrichs'Icious Vineyard & Winery
- Meramec Vineyards
- St. James Winery
- Three Springs Winery

**STE. GENEVIEVE**
- Cave Vineyard
- Charleville Vineyard Winery & Microbrewery
- Chatmonte Vineyards & Winery
- Crown Valley Winery
- Sainte Genevieve Winery

**STELVILLE**
- Peaceful Bend Vineyard

**STOVER**
- Grey Bear Vineyards & Winery

**SUGAR CREEK**
- Vineyard Winery

**UNION**
- Red Fox Winery & Vineyards

**WALNUT GROVE**
- 90's Winery

**WARRENTON**
- Rolling Meadows Vineyards

**WAVERLY**
- Baltimore Bend Vineyard

**WELLINGTON**
- New Oak Vineyards & Winery

**WESTON**
- Parle Winery
- Riverwood Winery

**WESTPHALIA**
- Westphalia Vineyards

**WINFIELD**
- Chateau Le Loi Winery

**WILLOW SPRINGS**
- Trevor Home Winery

**CALL 800 392 9463 FOR MORE INFORMATION ABOUT LOCATIONS AND WINES.**

MISSOURIWINE.ORG

# Missouri Wine and Grape Board
## Statement of Assets and Net Assets – Cash Basis
## June 30, 2011

### ASSETS

| | |
|---|---|
| CURRENT ASSETS: | |
| Pooled cash – State of Missouri, Missouri Department of Agriculture | |
| Marketing Fund 0787 | $ 176,200.21 |
| Research Development 0787 | $ 544,601.79 |
| Marketing & Research Development Fund | $ 151,582.80 |
| **TOTAL ASSETS POOLED CASH** | **$ 872,384.80** |

### NET ASSETS

| | |
|---|---|
| NET ASSETS: | |
| Marketing Fund 0787 | $ 176,200.21 |
| Research Fund 0787 | $ 544,601.79 |
| Marketing & Research Development Fund | $ 151,582.80 |
| **TOTAL NET ASSETS** | **$ 872,384.80** |

## Statement of Receipts and Changes in Net Assets – Cash Basis For The Year Ended June 30, 2011

| | |
|---|---|
| **RECEIPTS** | |
| Wine tax – Marketing | $ 739,365.99 |
| Wine tax – Research | $ 739,365.47 |
| Interest | $ 9,624.86 |
| Miscellaneous | $ 18,227.19 |
| **Total support and revenues** | **$1,506,583.51** |